

# 2023 MOTHER'S DAY CAMPAIGN

Sponsorship Opportunities



A woman with dark hair tied back, wearing a colorful patterned top, carries a young child on her back. The child is wearing a leopard-print shirt and a beaded necklace. They are standing in a lush green outdoor area with a wooden fence and trees in the background.

**2** out of **3**

women of reproductive age  
have micronutrient  
deficiencies

\*The Lancet

**1 million**

pregnant women in the U.S.  
have limited access to  
prenatal vitamins

Across the globe and here at home, millions of expectant mothers lack access to the essential nutrition they need for a healthy pregnancy. Vitamin Angels works to provide life-changing nutrition to support maternal health and improve pregnancy outcomes.

This Mother's Day, Vitamin Angels will amplify domestic and global stories from women to show how our partnership is helping increase access to prenatal vitamins and minerals for moms.



# OUR APPROACH

Join us in supporting moms across the globe through our 2023 Mother's Day integrated marketing campaign.

This campaign will allow you to reach new audiences across Vitamin Angels' channels while highlighting the incredible impacts made possible by your partnership.

## CAMPAIGN OBJECTIVES

- Increase awareness of the barriers faced by expectant mothers in accessing prenatal vitamins and minerals
- Raise donations to support Vitamin Angels' growing efforts to reach more moms in need with life-changing nutritional support



# SPONSORSHIP PACKAGES

## FLIGHT 1

**1 SPOT REMAINING**

**May 5 – May 9**

**2 Sponsors | 5 Days**

**Guaranteed Impressions: 165k**

**Deliverables:**

- 2 Paid Digital Ads
- 1 Organic Social Post
- 1 E-Blast
- 2 Custom Shareables
- Thank You Emails to donors
- Landing Page Recognition

*\$10,000*

## FLIGHT 2

**SOLD OUT**

**May 10 – May 14** \*Mother's Day

**1 Exclusive Sponsor | 5 Days**

**Guaranteed Impressions: 165k**

**Deliverables:**

- 2 Paid Digital Ads
- 1 Organic Social Post
- 1 E-Blast
- 2 Custom Shareables
- Thank You Emails to donors
- Landing Page Recognition

*\$15,000*



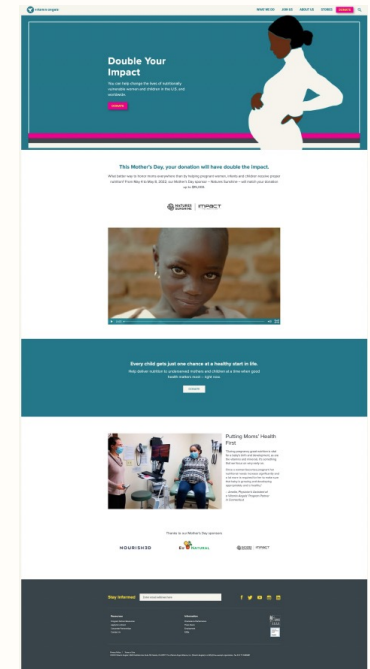
# EXAMPLE ASSETS

Check out our assets from last year's Mother's Day campaign! ▶

## DIGITAL ADS



## LANDING PAGE



## SPONSOR SHAREABLES



# TIMING + NEXT STEPS

## CAMPAIGN DATES

The sponsors for our 2023 Mother's Day campaign will receive recognition across Vitamin Angels' channels during their flight period:

FLIGHT 1 May 5 – May 9

FLIGHT 2 May 10 - May 14 **SOLD OUT**

## DEADLINES

- Confirm participation – By March 27
- Brand assets due to your Account Executive – March 29
- Digital assets review and approvals – wk. of April 21
- Post-campaign reporting – wk. of May 26





# THANK YOU FOR YOUR SUPPORT!

Please contact your Account  
Executive to secure your  
sponsorship.



vitamin angels®